



GoFarm Hawai'i
UNIVERSITY OF HAWAII

Marketing:
Communication & Action Steps

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Branding vs. Marketing

Branding

“Long-term process that involves building a strong brand identity.”

- Name
- Voice/Purpose
- Personality/Story
- Logo
- Visuals
- Reputation

Marketing

“A short-term campaign focused on generating immediate results.”

- Campaigns
- Advertising
- Promos
- Media
- Sales/Product
- Outreach/Communication



Branding

- Brand: Name should convey or MATCH
- Cross messaging
 - ex. "Clean" = clean logo, packaging, etc.
- What is your story?
 - ex. Veteran owned, generational, etc.
 - Past, Present, Future
- Authenticity sells
- Be aware of cultural words/usage:
 - Diacritical markings
 - Consumer education
- Consumers are visual - "Eat with our eyes"
 - Colors, fonts, images, packaging



The Power of Messaging

Things to Consider Before Messaging:

- What is our objective?
 - Audience/Demographic
 - How do they receive info?
- Brand/“Voice”
 - Internal & external
 - Mission
- Messaging: Place, Tone, Time





Marketing Starter Kit

- Email: @gmail.com, @domain.com
- Phone: Contact + Photos
- 3-5 Photos: Head shot, farm photos, produce
- Logo: Canva (canva.com), Fiverr (fiverr.com)
- Social Media: Instagram or Facebook
- Website: Check domain name availability
- E-Commerce: Shopify, Squarespace
- Small Transactions: Venmo, CashApp, Paypal
- A Can-Do Attitude



Market Outlets

- Farmers Market
- Food Hub
- CSA (Community Supported Agriculture)
- Food Stand
- Grocery Store
- Restaurant
- Online

Considerations

- Engagement ability
 - Introvert vs. Extrovert
- Time/Capacity
 - Labor
 - Sales Management
- Costs
 - Gas/Transport
 - Packaging
 - Booth set up
- Does outlet match your sales goals?
- Diversify - 3:3 Rule
- Various ROI



C o m m u n i c a t i o n

- Who are you?
 - Name/Business/Contact
- What are you selling?
 - Quantities? (lb vs. bunch)
- What is the price?
 - Retail vs. Wholesale
- Where/how can they purchase?
 - Online, in person at farm, farmers market, restaurant
 - Call, text, email, DM, show up
- How do they pay?
 - Venmo, cash, check, Paypal
- When: Order by Date/Time
- How: Receiving or pick up Date/Time

Who

What

When

Where

How



Fresh Sheet Example

Da Farm



How to Order:

Pay to the order of:

Cash/Check/Venmo Accepted

updated 1/17

Product Number	Name	Availability	Retail Price/Unit	Unit
1001	Tomato, Grape	5#	\$6.00	lb
1002	Peppers, Hawaiian Chili (Spicy)	8oz	\$1.50	oz
1003	Radicchio	20#	\$5.00	lb
1004	Romaine Lettuce	10#	\$5.00	lb
1005	Summer Crisp Lettuce, Red	10#	\$5.00	lb
1006	Cornmeal	10#	\$6.00	lb

- When should they order by/when will delivery be?

VEGGIE RX

APPLY TO RECEIVE FREE FOOD—
FRESH & LOCALLY GROWN
2X PER MONTH FOR 10 MONTHS.

What?
\$30 Worth of Fresh
Produce from Hawai'i
Island Farms

Where?
Kohala Food Hub
55-230 Hoea Rd
Hawi, HI, 96719

When?
2x per Month on
Wednesdays

Meet 2 out of 3 of the
Following Criteria to
Qualify:

- Be Native Hawaiian, Pacific Islander, or Filipino
- Qualify as Low Income*
- Have a Chronic Health Condition

*Receive SNAP, WIC, TANF, MedQuest, or other social services

For print-out applications, contact:
manager@kohalafoodhub.com
808.896.3179



ROOTS
KŌKUA KALIHI VALLEY

1/4

THIS WEEKS FOOD HUB OFFERINGS

Tuesday 4/7 from 11:30am - 1:30pm

ROOTS:

- Carrots
- Beets
- Radish
- Kohlrabi
- Ginger
- Olena
- 'Uala (sweet potato)
- Kalo (taro)

FRUITS:

- Banana
- Orange
- Tangerine
- Grapefruit
- Lemon
- Lime
- Soursop
- Green papaya
- Ripe payaya

FROZEN: (cooked, cleaned, bagged)

- Lu'au
- Cassava (tapioca)
- Kalo

OTHER:

- Duck eggs
- Dried banana

Thursday 4/9 from 11:30am - 1:30pm and 3:00pm - 4:30pm

ROOTS:

- Carrots
- Beets
- Radish
- Kohlrabi
- Ginger
- Olena
- 'Uala (sweet potato)
- Kalo (taro)

FRUITS:

- Banana
- Orange
- Tangerine
- Grapefruit
- Lemon
- Lime
- Soursop
- Green papaya
- Ripe payaya
- 'Ulu (breadfruit)

GREENS:

- Choy sum
- Green onion
- Braising mix
- Lettuce
- Cilantro
- Red kale
- Leeks

FROZEN:

- (cooked, cleaned, bagged)
- Lu'au
 - Cassava (tapioca)
 - Kalo

OTHER:

- Duck eggs
- Dried banana



Accepting cash, card and double up to \$20 with your EBT card!

#STAYHOMEMAUI

"FREE DELIVERY"

"WAIHOLI HOMESTEAD"
TUESDAY 04.14.2020

WE WILL BRING DINNER TO YOU
BETWEEN 530PM & 630PM
ORDER BY 3PM ON DAY OF
DELIVERY.

DELIVERY ROUTE WILL START
FROM PUEO DRIVE AND GO
ACCORDINGLY
CALL US AT 808-385-6501



Tips & Takeaways

What steps can you take now?

- Start telling your story now
- Pay attention to what is happening in the market now
 - What is changing?
- Identify your audience/market
- Who are your contacts?
- Pilot ideas and stay informed/enriched/alive





Questions?





Mahalo



United States Department of Agriculture
National Institute of Food and Agriculture



COOPERATIVE EXTENSION
UNIVERSITY OF HAWAII AT MĀNOA



KAMEHAMEHA SCHOOLS®



Sustainable Molokai
Working to restore 'Āina Momona



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